

The Big Store

Men's Negligee Shirts

79c buys \$1.00 Earlington.
49c buys 75c, cuffs attached.
43c buys 50c. Shirts.

During this **GREAT MONEY-
SAVING SALE** we will sell one
lot of

Embroideries
at **HALF PRICE**, from 2 to 3
yards long.

Wash Goods.

Best 10c Colored Lawns, 10 yards
for 69c.
Best 5 and 6c Lawns, 10 yards
for 39c.
Best Swiss Muslin, worth 15c
yard, at 11c.
Best Imported Organdies, worth
25c, at 15c.
All our 50 and 60c Organdies at
39c.
10 yards good Check Nainsook
for 49c.
35c Waist Goods at 22c.
25c Waist Goods at 19c.

Bed Spreads.

We carry the biggest line of Spreads
in the city.
Colored Spreads, worth \$1.25, at 69c
Improved Mitcheline Spreads, 89c
A Special Reduction on all our
Fine Spreads during this sale.

Socks and Garters

50c Fancy Socks, now 35c.
25c Fancy Socks, now 18c.
Our line of 10 and 15c Socks now
8c per pair.
25c Men's Garters, now 18c.

Towel Crash.

Towel Crash, 25 yards to each
piece, at \$1.12.
Check Linen Crash, worth 15c,
at 11c.

Small Wares.

4c buys Card Pearl Buttons.
8c buys Card Fine Pearl Buttons.
No. 80 Silk Ribbon at 13c.
No. 40 Silk Ribbon at 9c.
Best French Pins 8c.
Best English Pins 4c.
Three Spools Good Thread for 5c.
Five Jap Fans, open and shut, 5c.

Table Linen.

72-inch All-Linen at 89c, worth
\$1.25.
72-inch Half-Bleach at 59c.
70-inch Table Damask, worth 75c,
at 51c.
Mercerized Table Damask at 49c.
Napkins to match.
6 dozen Soiled Napkins at cost.

Gents' Hats.

25 per cent on Straws and Panama
Hats.
\$3.00 Felt Hats\$2.48
\$2.50 Felt Hats\$1.98
\$2.00 Felt Hats\$1.50
\$1.50 Felt Hats\$1.27

This is the season of the
year when you will have
to have a

Trunk, Suit Case and Traveling Bag.

Well, we have the largest
assortment in the city.

WM. JOHNSON & SON

Mammoth Interior and Exterior Improvement Sale

Begins Monday, July 23, and Closes Tuesday, August 4.

Positively the Greatest Values Ever Offered in the City of Pensacola.

We realize that the above is a bold statement, for many stores have had big sales, and have claimed to give wonderful values. In the past 25 years of our firm's existence we, too, have had extraordinary sales, but this sale eclipses any sale which we have ever attempted. We invite you to compare our prices, examine our offerings and accept our guarantee to save you at least 33 1-3 per cent. We begin remodeling our store August 10. All goods must go. We will reserve none. We will need the room and you will need the goods. So here is your main chance to save money.

Come To-day, Come To-morrow and Every Day During This Great Money-Saving Sale.

Lonsdale Cambric

Yard wide,
worth 15c,

Special, 11c yard

None to merchants.

SHOE SPECIALS

MEN'S SHOES.

\$2.45 buys\$3.00 Oxfords
\$1.89 buys\$2.50 Oxfords
\$1.54 buys\$2.00 Oxfords
\$1.19 buys\$1.50 Oxfords
Men's White Oxfords, worth \$1.25
and \$1.50, special 98c.

LADIES' SHOES.

\$3.50 Pat. Leather Oxfords\$3.10
\$3.00 Oxfords\$2.64
\$2.50 Oxfords\$1.84
\$2.00 Oxfords\$1.54
\$1.50 Oxfords\$1.14
\$1.00 and \$1.25 Oxfords at 89c
The same reduction in Misses' and
Children's Oxfords and Slippers.

Brown Domestic

Yard wide,
worth 7c,

Special, 5c yard.

None to merchants.

UNDERWEAR.

Ladies'.

Ladies' Swiss Vests at 7c each
Blue and Pink.
Ladies' Swiss Vests at 3 for 9c
Ladies' Cambric Gowns, worth 75c,
at 59c; \$1.25 at 98c,
Ladies' Cambric Skirts, worth 75c,
at 59c; \$1.00 at 69c; and \$1.25 at 98c
Ladies' Cambric Chemise, worth \$1.00 at
69c; \$1.25 at 89c; \$1.50 at 99c.

Men's.

20 per cent reduction on all our Balbriggan
and Net Underwear.
Our 25c quality, per suit 39c
Stretchy Seam Drawers 39c
Not the 3 for \$1 kind, but the regular
50c quality.
Boys' Underwear, per suit 45c

LACE CURTAINS.

25 dozen Odds and Ends Lace Curtains,
measuring 3 to 3 1-2 yards long. Not
over two pair of a kind to select from.
\$4.00 value at\$2.00
\$3.00 value at\$1.50
\$2.00 value at\$1.00
\$1.50 value at75c
\$1.00 value at50c
Note Half price.

SHIRT WAISTS.

Colored, worth \$1.25, at 75c; and \$1.50
at 98c. and \$2.00 at \$1.19.
White, worth \$3.50, at \$1.98; and \$2.00
at 98c.
Mohair Skirts, worth \$5 to \$6, at \$3.39.

\$500 Worth of Fine Silks

SACRIFICED TO MAKE ROOM.

PLAID AND FANCY SILKS WORTH
\$1.50, SPECIAL, 99c.
\$1.25 FANCY SILKS AT 79c.
CREPE de CHEINE SILKS WORTH
\$1.10, SPECIAL, 79c.
FANCY SILKS, WORTH \$1.00, AT
69c.
A LINE OF FANCY SILKS AT 59c.
FANCY CREPE, WORTH 60c, AT
39c.
CHANGEABLE SILKS AT 59c.
PONGE SILK AT 37c, WORTH 50c.

CHANGEABLE SILK, WORTH 40c,
AT 25c.
36-INCH BLACK TAFFETA SILK,
WORTH \$2.00, SPECIAL \$1.59.
FANCY MALANGE SILKS, WORTH
50c, AT 36c.
ALBASTANT SILK, WORTH \$1.00,
AT 79c.
SHANTONG SILK, NATURAL COL-
OR, WORTH 75c, AT 51c.
FAIR SILK, WORTH \$1.75, AT \$1.19.
MESSELINE SILK, WORTH \$1.23,
AT 88c.

LOUISINE BRILLIANT SILK,
WORTH 75c, AT 59c.
BLACK AND WHITE MOIRE SILK
WORTH \$1.00, AT 79c.
ONE PATTERN FANCY MOUSE-
LINE de SOIE, WORTH \$15.00, AT
\$8.89.
36-INCH HABITUA SILK, WORTH
\$1.25, AT 89c.
36-INCH BLACK TAFFETA SILK,
WORTH \$1.25, AT 89c.

36-INCH ORIENTAL SILK WORTH
\$1.00, AT 69c.
36-INCH CHINA SILK, WORTH \$1,
AT 59c.
ARMEUR SILK, WORTH \$1.25 AT
89c.
CHIFFON TAFFETA SILK WORTH
\$1.00, AT 69c.
BLACK TAFFETA SILK, WORTH
\$1.25, AT 89c.
SKINNER'S SATIN, WORTH \$1.15
AT 89c.

Men's Suits.

\$22.50 Men's Suits\$17.95
18.00 Men's Suits 15.00
16.50 Men's Suits 13.85
15.00 Men's Suits 12.50
12.60 Men's Suits 10.25
10.00 Men's Suits 7.95
One lot Men's Crash Suits at your own
price, almost.
\$2.50 and \$3.00 Wash Suits for \$1.98.
\$1.25 Wash Pants for 97c.

Youth's Suits.

\$15.00 Youth's Suits\$11.45
12.50 Youth's Suits 10.25
10.00 Youth's Suits 7.95
25 per cent. reduction on all our Boys'
Knee Pants Suits.
\$6.00 Suits\$4.50
5.00 Suits 3.75
4.50 Suits 3.38
4.00 Suits 3.00
3.50 Suits 2.63
3.00 Suits 2.25
2.50 Suits 1.88

The Big Store

Men's Suspenders

Yale 50c at39c
Yale 25c at19c

10 yards Dress Gingham for 69c

worth 10c the yard.

Everett's Classic Gingham, 51-2c.
Imported Madras at 19c.

Dress Goods.

Mohairs,

This Summer's Favorite
Fabric.

36-inch Mohairs, worth up to 65c,
at 49c.
\$1.25 Mohairs at 89c.
75c Mohairs at 59c.
Priestly Black Goods, worth \$1,
at 89c, worth \$1.25, at 98c.

Linen Finish

TOWELS

16x32 at7 1-2c
20x40 at11c
25 dozen Odds and Ends Towels
at cost price.

SHEETS

HEMMED.

72x90 at49c
81x90 at54c
42x36 Pillow Cases, each11c

Corset Sensation.

6 doz Corsets, worth up to 75c,
special35c

Gents' Umbrellas.

\$3.00 value, \$2.58
\$2.50 value, \$1.98
\$1.75 value, \$1.45
\$1.50 value, \$1.27

\$1.00 and \$1.25 value at 59c.

Walk-Over Shoes

That will cost you \$3.50 and \$4.00
elsewhere we will sell for \$2.75.
\$2.50 White Oxfords, Men's, \$1.98
\$1.25 and \$1.50 at97
\$2.00 Ladies' White Oxfords
at\$1.69
\$1.50 Ladies' at\$1.15
\$1.25 Ladies' at97

Bathing Suits.

During this Great Sale we will
sell all our Bathing Suits at Half
Price.
Get one and take a dip in the bay
or gulf.
Remember, at Half Price.

Special Sale

Wheeler & Wilson Sewing Machines

\$50.00 Machine at \$27.00
\$55.00 Machine at \$30.50
\$65.00 Machine at \$34.00
At Cost.